

ORDER



Orders	Order / Rev:	105663	Alt Order #:	06842087	Product Desc:	HORSFORD 4 CONGRESS	Estlimate:	1609	Primary AE:	Amy McCreary
	Flight Dates:	09/11/12 - 09/17/12	Original Date / Rev:	08/17/12 / 09/04/12	Order Type:	GENERAL	Sales Office:	BLPHI	Sales Region:	National
Agency	Name:	GMMB, Inc./ Washington D.C.			Billing Contact:				Billing Type:	Cash
	Billing Contact:				Buying Contact:				Billing Calendar:	Broadcast
					Washington Harbor				Billing Cycle:	EOM/EOC
					Washington, DC 20007				Agency Commission:	15%
Advertiser	Name:	Horsford for Congress <i>-Revised</i>			Demographic:	A35+			New Business Thru:	
	Product Codes:	PLC02			Priority:	SELECT PRIORITY CODE			Order Separation:	00:05:00
	Revenue Codes:	POLITICAL/AGY, PCAN, GEN			Advertiser External ID:				Advertiser External ID:	
	Agency External ID:				Agency External ID:					

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
08/27/12	09/17/12	38	\$13,105.00	\$11,139.25

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
September 2012	38	\$13,105.00	\$11,139.25	0.00
Totals	38	\$13,105.00	\$11,139.25	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Amy McCreary			Start Of Order - End Of Order	100%

Order Share	Share	Total
KSNV	31%	\$13,105.00
Market	100%	\$42,274.19

Competitive Share	Share	Total
CABLE	0%	\$0.00
KBLR	0%	\$0.00
KFBT	0%	\$0.00
KINC	0%	\$0.00
KLAS	26%	\$10,991.29
KLVX	0%	\$0.00
KSNV-	0%	\$0.00
KTNV	16%	\$6,763.87
KTUD	1%	\$422.74
KVVU	18%	\$7,609.35
KVWB	0%	\$0.00
LV1	0%	\$0.00
UNKWN	8%	\$3,381.94

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	KSNV	09/11/12	09/14/12	M-F 5-6a WakeUp w/Wagners	5-6a		-TWTF--	:30	2	\$90.00	4	0.00	NM	2	\$180.00
NEWS															
		Start Date	End Date	Weekdays		Spots/Week			Rate		Rating				
		Week:	09/10/12	09/16/12	-TWTF--				2	\$90.00		0.00			

Order /Rev: 105663 Advertiser: Horsford for Congress
 Alt Order #: 06842087 Product Desc: HORSFORD 4 CONGRESS KSNV
 Flight Dates: 09/11/12 - 09/17/12 Estimate: 1609

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	KSNV	09/11/12	09/14/12	M-F 5-6a WakeUp w/WagM	5-6a		-TWTF--	:30	2	\$90.00	4	0.00	NM	2	\$180.00
M-F 5-6a WakeUp w/Wagners															
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/10/12	09/16/12	-TWTF--		2	\$90.00			0.00					
E 2	KSNV	09/11/12	09/14/12	M-F 6-7a WakeUp w/WagM	6-7a		-TWTF--	:30	2	\$175.00	4	0.00	NM	2	\$350.00
M-F 6-7a WakeUp w/Wagners															
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/10/12	09/16/12	-TWTF--		2	\$175.00			0.00					
E 3	KSNV	09/17/12	09/17/12	M-F 6-7a WakeUp w/WagM	6-7a		M-----	:30	1	\$175.00	4	0.00	NM	1	\$175.00
M-F 6-7a WakeUp w/Wagners															
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/17/12	09/23/12	M-----		1	\$175.00			0.00					
E 4	KSNV	09/11/12	09/14/12	Today Show	CM	658a-9am	-TWTF--	:30	2	\$200.00	4	0.00	NM	2	\$400.00
Today Show															
TODAY SHOW															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/10/12	09/16/12	-TWTF--		2	\$200.00			0.00					
E 5	KSNV	09/17/12	09/17/12	Today Show	CM	658a-9am	M-----	:30	1	\$200.00	4	0.00	NM	1	\$200.00
Today Show															
TODAY SHOW															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/17/12	09/23/12	M-----		1	\$200.00			0.00					
E 6	KSNV	09/16/12	09/16/12	Meet the Press	CM	8a-9am	-----S	:30	1	\$1,300.00	3	0.00	NM	1	\$1,300.00
Meet the Press															
MEET THE PRESS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/10/12	09/16/12	-----S		1	\$1,300.00			0.00					
E 8	KSNV	09/11/12	09/14/12	M-F Today Show II	CM	9-10a	-TWTF--	:30	2	\$95.00	4	0.00	NM	2	\$190.00
3rd HOM															
M-F Today Show II															
TODAY SHOW II															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/10/12	09/16/12	-TWTF--		2	\$95.00			0.00					
E 9	KSNV	09/11/12	09/14/12	Rachael Ray	CM	11am-12pm	-TWTF--	:30	2	\$80.00	4	0.00	NM	2	\$160.00
Rachael Ray															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/10/12	09/16/12	-TWTF--		2	\$80.00			0.00					
E 10	KSNV	09/11/12	09/14/12	Noon News	CM	12-1230pm	-TWTF--	:30	2	\$125.00	4	0.00	NM	2	\$250.00
Noon News															
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/10/12	09/16/12	-TWTF--		2	\$125.00			0.00					
E 11	KSNV	09/11/12	09/14/12	The Agenda	CM	1230-1p	-TWTF--	:30	2	\$100.00	4	0.00	NM	2	\$200.00
1230pm															
The Agenda															
AGENDA															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/10/12	09/16/12	-TWTF--		2	\$100.00			0.00					
E 12	KSNV	09/17/12	09/17/12	Dr. Phil	CM	3-4p	M-----	:30	1	\$150.00	4	0.00	NM	1	\$150.00
Dr. Phil															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/17/12	09/23/12	M-----		1	\$150.00			0.00					
E 13	KSNV	09/17/12	09/17/12	NEWS 3 at 4 (1 HOUR)	CM	4-5pm	M-----	:30	1	\$145.00	4	0.00	NM	1	\$145.00
CM															
4PM NEWS (1 hour)															
(4:00 PM-4:30 PM)															
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/17/12	09/23/12	M-----		1	\$145.00			0.00					
E 14	KSNV	09/11/12	09/14/12		CM	4-5pm	-TWTF--	:30	1	\$175.00	4	0.00	NM	1	\$175.00

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Alt Order #:	06842087	Product Desc:	HORSFORD 4 CONGRESS
Flight Dates:	09/11/12 - 09/17/12	Estimate:	1609

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
NEWS 3 at 4 (1 HOUR) 4PM NEWS (1 hour) (4:30 PM-5:00 PM)															
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/10/12	09/16/12	-TWTF--		1	\$175.00			0.00					
E 15	KSNV	09/11/12	09/14/12	M-F Early News	CM	5-630p				-TWTF--	:30	2	\$250.004	0.00 NM	2 \$500.00
M-F Early News															
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/10/12	09/16/12	-TWTF--		2	\$250.00			0.00					
E 16	KSNV	09/11/12	09/14/12	M-F Jeopardy	CM	630-7pm				-TWTF--	:30	2	\$230.004	0.00 NM	2 \$460.00
M-F Jeopardy															
JEOPARDY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/10/12	09/16/12	-TWTF--		2	\$230.00			0.00					
E 17	KSNV	09/11/12	09/14/12	M-F Wheel	CM	7-730pm				-TWTF--	:30	2	\$230.004	0.00 NM	2 \$460.00
M-F Wheel of Fortune															
WHEEL															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/10/12	09/16/12	-TWTF--		2	\$230.00			0.00					
E 18	KSNV	09/11/12	09/14/12	Face to Face w/ Ralston	CM	730-758pm				-TWTF--	:30	2	\$125.004	0.00 NM	2 \$250.00
CM															
FACE TO FACE															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/10/12	09/16/12	-TWTF--		2	\$125.00			0.00					
E 19	KSNV	09/15/12	09/15/12	Vegas Inc.	CM	6:30-8pm				-----S-	:30	1	\$100.004	0.00 NM	1 \$100.00
Vegas Inc.															
VEGAS INC															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/10/12	09/16/12	-----S-		1	\$100.00			0.00					
E 20	KSNV	09/17/12	09/17/12	Mon PR 8-10p	CM	8-10pm				M-----	:30	1	\$2,400.002	0.00 NM	1 \$2,400.00
Monday Prime 8-10pm															
THE VOICE															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/17/12	09/23/12	M-----		1	\$2,400.00			0.00					
E 21	KSNV	09/16/12	09/16/12	NFL Football	CM	1P-9PM				-----S	:30	1	\$4,000.004	0.00 NM	1 \$4,000.00
NFL Football															
SUN NIGHT FTBL															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/10/12	09/16/12	-----S		1	\$4,000.00			0.00					
E 22	KSNV	09/11/12	09/14/12	M-F News 3 at Eleven	CM	11pm-1135pm				-TWTF--	:30	2	\$255.004	0.00 NM	2 \$510.00
M-F News 3 at Eleven															
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/10/12	09/16/12	-TWTF--		2	\$255.00			0.00					
E 23	KSNV	09/11/12	09/14/12	The Tonight Show	CM	1135p-1237a				-TWTF--	:30	1	\$110.004	0.00 NM	1 \$110.00
CM															
TONIGHT SHOW															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/10/12	09/16/12	-TWTF--		1	\$110.00			0.00					
E 24	KSNV	09/17/12	09/17/12	The Tonight Show	CM	1135p-1237a				M-----	:30	1	\$110.004	0.00 NM	1 \$110.00
CM															
TONIGHT SHOW															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/17/12	09/23/12	M-----		1	\$110.00			0.00					
E 25	KSNV	09/11/12	09/14/12	M-F Today Show III 4th 8PM		10am-11am				-TWTF--	:30	1	\$80.004	0.00 NM	1 \$80.00
Today 4th Hour															
TODAY SHOW III															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/10/12	09/16/12	-TWTF--		1	\$80.00			0.00					
N 26	KSNV	09/11/12	09/17/12		CM	5-6a				M-WTF--	:30	2	\$125.003	0.00 NM	2 \$250.00

Order / Rev: 105663
Alt Order #: 06842087
Flight Dates: 09/11/12 - 09/17/12

Advertiser: Horsford for Congress
Product Desc: HORSFORD 4 CONGRESS
Estimate: 1609

KSNV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
		M-F 5-6a WakeUp w/Wag													
		M-F 5-6a WakeUp w/Wagners													
		Start Date	End Date	Weekdays		Spots/Week			Rate		Rating				
		Week:	09/11/12	09/17/12	M-WTF--	2	\$125.00		0.00						
														Totals	38 \$13,105.00